FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036130-A **Type of Permit:** FILMING **Release Date:** 02/01/2011

Production Company HUNGRY MAN INC

Insured Company Name HUNGRY MAN INC
Contact Phone No. 1 310-264-3000
Contact Phone No. 2 212-625-5600
Fax 212-625-5699
Address 1517 20TH ST
SANTA MONICA, California 90404

Production Title MILLER LITE

Type of Production Commercial - Standard

Producer Mino Jarjoura

Director Bryan Buckely

1st AD Craig Owens

Production Manager Steve Ruggieri

FilmL.A. Coordinator Yulizza Ramirez

Location Manager David Nakata
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 818-355-5517

Location Assistant David Nakata
Primary Phone Mobile - 818-355-5517
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00036130-A
Production Company HUNGRY MAN INC
Insured Company HUNGRY MAN INC
Production Title MILLER LITE

Location Manager David Nakata
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 818-355-5517

Location Address 7200 Westward , Malibu, CA, 90265

Location Name POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Prep Dates 2/1/2011 - 2/1/2011 07:00 - 19:00

Film Dates 2/2/2011 - 2/2/2011 07:00 - 22:00

Strike Dates 2/3/2011 - 2/3/2011 07:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
HUNGRYMAN.pdf
BEACHES and HARBORS POINT DUME-WESTWARD CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	62
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	2
Picture vehicles	4
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Extras	59
LA County FSA assigned	1
Lifeguard Required	1

Filming Activities Atmospheric Smoke Effects; Exterior Dialogue; 3 Stationary ATV's on beach.; Placing obstacle course on beach on 2/1/11 on prep day & leaving overnight with a security guard.; Creating a lifeguard training obstacle course on the beach: tires, climbing wall, hurdles,simulated ATV course; Simulation of a lifeguard training camp.; Talent riding ATV's in parking lot.; Prop banners and flags on the beach. Prop palm trees on beach.; Prop tents on beach: Two 20 X 24, Three 18 X 36, & Four 18 X 18; Prop lifeguard chair on beach,; Using area on beach between lifeguard tower #1 & the rocks; 3 prop refrigerators on beach.; Gators, mules and 4 wheel drive vehicles on beach for transportation of equipment.; Digging two 2 feet x 12 feet long trenches to bury base of climbing wall.; Leaving equipment trucks and set overnight on 2/2/11 with a security guard.; On 2/1/11 talent doing a test run on ATV's in parking lot - No filming.; Four wheel drive grade all on beach. Must remain at 5 MPH or less. Flagman required to escort gator at all times.; Covering parking lot with sand. Sand for these purposes must be new and provided by production company. May not be brought in from beach. Sand must be removed from parking lot upon completion of filming and dumped off site.;

NO PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00036130-A
Production Company HUNGRY MAN INC
Insured Company HUNGRY MAN INC
Production Title MILLER LITE

Location Manager David Nakata
Primary Phone Office - 310-264-3000
Secondary Phone Mobile - 818-355-5517

Lifeguard requested on 2/2/11 from 7am - 9pm.; 50 Spaces in PCI parking lot #8 at Zuma Beach on 2/2/11 for make up and catering. starting at 5:30am - 10:00pm;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 667 **Grid:** E5

Location Notes
Must comply with attached Beaches and Harbors conditions
The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.
Dual permit required with City of Malibu
Must contact PCI directly re: parking requirements and activities on PCI property
No filming, staging or parking in red zone cul-de-sac. It is for emergency access only
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Coordinator Note All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Coordinator Note PLYWOOD MUST BE PLACED UNDER ANY STATIONARY VEHICLES WHILE ON THE SAND.

Coordinator Note The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.

Coordinator Note ONE FSA REQUIRED DURING PREP WORK ON 2/1; 1230HRS - 1730HRS

Coordinator Note USING 50 SPACES AT ZUMA LOT #8, STARTING AT 0500HRS ON 2/2

Coordinator Note RIDER A ADDS ATMOSPHERIC SMOKE FX AND ADJUSTS HOURS FOR PCI LOT AT ZUMA

Parking

Base Camp
Location Type : Private Parking Lot
Street : PCI Parking Lot at PT Dume - 182 spaces on 2/2/11 & 60 Spaces on 2/1 & 2/3

Crew Parking
Location Type : Private Parking Lot
Street : PCI parking lot at PT Dume - 175 Spaces.

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

POINT DUME/WESTWARD BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- No trucks larger than 40 ft will be allowed in parking lot.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **NO FILMING, PARKING OR STAGING IN RED CUL DE SAC AREA.**
- **No admittance to parking lots prior to 7:00 a.m.**
- **Parking lot closes at dusk. PCI attendant required after hours.**
- **Dual permit required with the City of Malibu**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

Appointment of Beautiful Day Permits As Authorized Agent and Representative

I certify that I am a representative of HUNGRYMAN, INC ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 1-31-11

HUNGRYMAN, INC
Name of Principal

By: [signature]
Representative's Signature

DAVID NAKATA
Print Representative's Name

LOCATION MANAGER
Representative's Title

3111 S. LA CIENEGA
L.A., CA 90016
Principal's Address

310-264-3000
Principal's Telephone

Jordan & Michaela Wright
Beautiful Day Permits
Phone (626) 934 - 1280
Fax (626) 934 - 1281

NOT A PERMIT